

2008 Australian LandScape Segment Statistics

Group 8
Segment 29

Vintage Australia
Lifestyle Living & City Breaks



Age	
0-4 years	5.2%
5-14 years	10.4%
15-19 years	6.0%
20-24 years	7.1%
25-34 years	14.1%
35-44 years	14.2%
45-54 years	14.1%
55-64 years	12.7%
65-74 years	8.1%
75-84 years	5.9%
85 years and over	2.3%

Family Composition	
Couple family with no children	44.4%
Couple family with children under 15	25.2%
Couple family with no children under 15	12.8%
One parent family with children under 15	8.0%
One parent family with no children under 15	7.6%
Other family	1.9%

Marital Status	
Married	44.7%
Separated	3.6%
Divorced	10.1%
Widowed	6.6%
Never Married	35.0%

Country of Birth	
Australia	63.5%
New Zealand	2.8%
Fiji, Papua New Guinea	0.3%
China, Hong Kong, Japan, Republic of Korea (South)	1.5%
India, Sri Lanka	0.6%
South East Asia	1.8%
Ireland, United Kingdom	5.9%
Europe	3.6%
Middle East & Africa	1.1%
United States of America, Canada	0.6%
Other	3.1%
Not Stated	15.1%

Tenure of Household	
Lived at same address 1 year ago	80.5%
Lived at different address 1 year ago	19.5%
Lived at same address 5 years ago	53.3%
Lived at different address 5 years ago	46.7%

Number of Usual Residents in the Household	
One	30.0%
Two	37.3%
Three	13.9%
Four	11.8%
Five	4.8%
Six or more	2.1%

Dwelling Structure	
Separate house	62.3%
Semi-detached\ row or terrace house\ townhouse etc.	9.7%
Flat\ unit or apartment	24.8%
Other dwelling	3.1%
Dwelling structure not stated	0.1%

Highest Qualification	
Postgraduate Degree	3.9%
Graduate Diploma and Graduate Certificate	2.2%
Bachelor Degree	17.9%
Advanced Diploma and Diploma	11.6%
Certificate	26.5%
Level of education inadequately described	2.6%
Level of education not stated	35.4%

Occupation	
Managers	13.5%
Professionals	20.5%
Technicians & trades workers	15.2%
Community & personal service workers	9.3%
Clerical & administrative workers	14.5%
Sales workers	10.4%
Machinery operators & drivers	5.5%
Labourers	9.4%
Occupation inadequately described/ not stated	1.8%

Industry of Employment	
Agriculture\ forestry & fishing	1.3%
Mining	0.8%
Manufacturing	9.2%
Electricity\ gas\ water & waste services	0.8%
Construction	9.6%
Wholesale trade	4.4%
Retail trade	11.0%
Accommodation & food services	8.2%
Transport\ postal & warehousing	4.7%
Information media & telecommunications	2.0%
Financial & insurance services	3.6%
Rental\ hiring & real estate services	2.5%
Professional\ scientific & technical services	6.7%
Administrative & support services	3.5%
Public administration & safety	5.8%
Education & training	7.5%
Health care & social assistance	10.1%
Arts & recreation services	2.0%
Other services	3.7%
Inadequately described\Not stated	2.7%

Labour Force Status	
Employed\ worked full-time	38.5%
Employed\ worked part-time	17.9%
Employed\ away from work	3.8%
Unemployed\ looking for work	3.2%
Not in the labour force	36.5%

Study Participation	
Pre-school	3.3%
Infants/Primary: Government	11.3%
Infants/Primary: Catholic & Other Non Government	5.5%
Secondary: Government	7.7%
Secondary: Catholic & Other Non Government	5.8%
Technical or Further Educational institution: Full-time student	1.7%
Technical or Further Educational institution: Part-time student	3.5%
University or other Tertiary Institutions: Full-time student	6.3%
University or other Tertiary Institutions: Part-time student	3.3%
Other type of educational institution	1.7%
Type of educational institution and/or status not stated	50.0%

Household Income (Weekly)	
Negative/Nil income	1.4%
\$1-\$149	1.4%
\$150-\$249	5.0%
\$250-\$349	7.4%
\$350-\$499	4.3%
\$500-\$649	10.6%
\$650-\$799	6.7%
\$800-\$999	7.2%
\$1000-\$1199	11.1%
\$1200-\$1399	5.2%
\$1400-\$1699	7.1%
\$1700-\$1999	5.7%
\$2000-\$2499	5.8%
\$2500-\$2999	5.2%
\$3000 or more	4.6%
Partial income stated	8.0%
All incomes not stated	3.2%

Credit Demand	
Zero Enquiries	0.8%
1 - Low	4.8%
2	8.3%
3	10.1%
4	10.2%
5	11.5%
6	11.3%
7	11.1%
8	12.8%
9	11.6%
10 - High	7.6%

Credit Risk	
Zero Derogs	2.0%
1 - Low	4.3%
2	5.6%
3	7.9%
4	9.6%
5	9.9%
6	13.5%
7	12.8%
8	12.8%
9	12.7%
10 - High	8.9%

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Types of Loans

Current home mortgage - for home	23.2%
Current home mortgage - for business	1.4%
Current home mortgage - for other	0.4%
Mortgage on investment property	4.6%
Bridging or Construction loans	0.0%
Loan for home where intend to live	0.4%
Home Equity Loan - secured by current home	2.4%
Home Equity Loan - secured by investment property	0.7%
Home Equity Loan - not secured by property	0.1%
Personal loan for a car	5.4%
Personal loan for a holiday	0.1%
Personal loan for renovation	0.3%
Personal loan for consolidation of other loans	1.0%
Personal loan for education purposes	0.2%
Personal loan for another purpose	2.4%
Lease in your name - car lease	1.0%
Lease in your name - other lease	0.1%
Interest free period loan	0.3%
Loan for shares/investment	0.4%
Personal overdraft	0.4%
Some other type of loan	0.0%
None	63.6%

Total Amount in Savings and Investments

Less than \$100	7.9%
\$100- \$499	3.3%
\$500- \$999	2.4%
\$1000- \$1999	4.5%
\$2000- \$4999	4.6%
\$5000- \$9999	5.5%
\$10,000- \$19,999	6.7%
\$20,000- \$49,999	10.1%
\$50,000- \$99,999	7.1%
\$100,000- \$499,999	14.4%
\$500,000- \$999,999	3.7%
\$1 Million - <\$2 Million	3.5%
\$2 Million or More	1.6%
Can't Say	24.3%

Managed Investments Held

Allocated Pensions & Annuities	2.9%
Australian Equity Trust	1.7%
Cash Management Trust	1.5%
Friendly Society Bonds	0.1%
Income Fund	0.3%
Insurance Bonds	0.0%
Managed Trust	3.0%
International Trust	0.8%
Property Trust	1.0%
Rollover Fund (Approved Deposit/Deferred Annuities)	1.6%
Superannuation/Retirement Fund - non-employer/ portable	13.2%
Superannuation/Retirement Fund - employer	51.3%
Fixed Interest Trust	0.7%
Immediate Pensions & Annuities	1.2%
Mortgage Fund or Trust	0.5%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	1.2%
None	33.3%

Accounts Held at Banks

Bank Account	89.3%
Term Deposit	7.7%
Bonus Interest or Reward-Based Account	5.6%
High Interest Online Account	3.9%
Deeming or Pensioner Account	4.9%
Mortgage Offset or Loan Offset Account	7.2%
Cash Management Account	4.5%
Share Trading Account	1.8%
Money Market Account	0.3%
Foreign Currency Account	0.0%
Christmas Club Account	0.7%
Regular Savings	80.1%
Other/CS A/c with Bank	1.0%

Finance / Credit

Credit enables me to buy the things that I want	34.6%
I like to be well insured	69.9%
Recently I've cut down my spending	60.7%
The Australian economy appears to be improving	53.3%
I feel financially stable at the moment	61.4%
I'm worried about interest rates at the moment	39.2%
It would be ideal if I could conduct all my banking without ever having to	47.4%
I prefer to invest in something with a safe return	80.5%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$391
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Frequency of Internet Usage

More than once a day	32.5%
Once a day	14.2%
A few times a week	15.9%
Once a week	3.9%
A few times a month	2.5%
Once a month	2.5%
A few times a year	2.5%
Once a year	0.0%
Less often	5.9%
Never	0.0%
Can't say	4.6%

Shopping / Media

I use coupons I find in magazines or on packets	28.8%
I always watch the news on TV to keep me up-to-date	69.3%
I always read the business section of the newspaper	20.5%
I listen to the radio in the car	78.9%
I often enter competitions run by newspapers, magazines or radio	14.5%
I often enter competitions on packets or labels on products	14.4%
I often redeem coupons to get discounts or special offers	37.2%
I don't read the ads in newspapers and magazines	39.5%
I can't help noticing advertising on buses	53.4%
I enjoy buying magazines	38.5%
I can't miss seeing those big billboard signs	57.6%
I find TV advertising interesting	21.3%
TV advertising often gives me something to talk about	26.3%
Nearly all TV advertising annoys me	64.6%
Some TV advertising is devious	85.0%
Quite often I find TV advertising more entertaining than programs	17.0%
I often take advantage of special offers on shopping docket	25.5%
I usually notice advertisements on shopping trolleys	10.5%
I often notice the advertisements on the tops and backs of taxis	22.6%
Advertising posters in shopping centres don't interest me	70.3%
My letterbox says 'no junk mail' (or similar)	17.7%
I believe quality is more important than price	75.7%
I buy more store's own products than well known brands	33.3%
I would like to buy a home computer	35.9%
I try to buy Australian made products as often as possible	75.6%
I will buy a product because of the label	22.3%
I trust well known brands better than the stores' own	44.6%
I have favourite brands and I tend to stick to them	66.3%
I am always ready to try new and different products	62.1%
I like to try the free samples they offer in supermarkets	49.0%
I'll go out of my way in search of a bargain	43.6%
If I see a new type of food I will try it	53.4%
Bought goods on lay-by	8.9%
Bought goods on interest free terms	2.9%
Bought something over the phone	3.3%
Bought something over the internet	20.3%
Bought something from a TV offer	1.2%
Bought something from a magazine coupon or offer	4.7%
Bought something from a newspaper coupon or offer	4.8%
Bought something from a catalogue or direct mail offer	11.2%
Bought something from a telephone sales offer	2.0%

Direct Mail Interests

Finance (banking, insurance)	32.8%
Telecommunications	15.7%
Utilities (gas, electricity, water)	16.8%
Real Estate	4.3%
Supermarket or other store	7.9%
Car company or dealer	1.3%
Charity	7.1%
Government / Political Party	14.2%
Other Organisation	30.5%
I read addressed mail from organisations I deal with	56.5%
I read addressed mail from organisations I don't deal with	16.2%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	3.1%
Classical Music	1.6%
Contemporary Music	47.0%
Dance	0.9%
Film	0.1%
Musical Theatre	8.6%
Multicultural Festivals	0.6%
Opera	0.3%
Other	1.4%
Singing Festivals	2.6%
Special	7.9%
Sport	21.7%
Theatre	4.2%